2. United States patent application entitled, "Brand-Name Recognition", U.S. Application No. 09/575,845, naming Connie D. Myers as inventor and filed substantially contemporaneously with the present application.
3. United States patent application entity, "Near Real-Time Rebate Control", U.S. Application No. 09/575,105, naming Connie D. Myers as inventor and filed substantially contemporaneously with the present application.

In the Specification:

Paragraph beginning at line 29 of page 17 has been amended as follows:

Shown is that first retailer rebate list 208 contains a list of rebates (e.g., in-store-specials or store coupons as described and/or illustrated below) offered by the first retailer, where each rebate is keyed to a specific "generic shopping list category-subcategory." The "generic shopping list category-subcategory" to which each individual rebate is keyed is one of a set of generic shopping list categories and subcategories defined by Web server software 202(e.g., see Figure 27, wherein are illustrated the generic shopping list categories of Produce, Canned Goods, Dairy Products, and Drinks, with which are respectively associated the generic shopping list subcategories of Apples, Tomatoes, Green Beans, Milk, Eggs, Wine, Beer, etc.) As will be described below, vendors (e.g., retailers) will have access to their respective rebate lists, and it will typically be the vendors (e.g., retailers) who determine into which generic shopping list category or categories their respective rebates will fall. This scheme relieves the owner/operator of Web server software 202 of much labor and constitutes one of the benefits of various embodiments of the present invention described herein, in that it essentially relieves the Web server owner/operator of any concerns related to the internal inventories of various retailers.

Paragraph beginning at line 22 of page 25 has been amended as follows:

Notice that in the foregoing described embodiments, insofar as access to enter changes to each specific vendor's rebate list is secure and only granted to the specific vendor to whom the rebate list belongs, the rebate data associated with each particular vendor enjoys

enhanced security and reliability, since it is typically only the vendor who can change such rebate data.

Paragraph beginning at line 19 of page 28 has been amended as follows:

The occurrences shown in Figure 7 substantially track the occurrences described in relation to Figure 6, up to and including messaging 610. However, shown in Figure 7 is that in addition to the occurrences described in relation to Figure 6, in response to messaging 610, Web server software 202, residing on and running in central computer system 150: (a) recalls the value of a single first manufacturer's soap coupon from the first manufacturer coupon list; (b) logs the type of coupon, time and date of redemption of the coupon (e.g., 1440 hours on 21 May 2000, and value of the coupon (25 cents) at the time and date of redemption; and (c) thereafter, via messaging 700 informs coupon reimbursement application program 606 of the value of the first manufacturer's soap coupon at the time and date of redemption and that the redemption transaction has been logged. Thereafter, coupon reimbursement application program 606 passes the value of the coupon to software of first retailer computer system 120 which thereafter applies the coupon against the manufacturer's soup purchased by a user in a fashion well-known to those having ordinary skill in the art. With respect to the value of the rebate, in one embodiment, the value is that contained on the bar code itself, while in another embodiment, the value is obtained from the first manufacturer coupon list (as shown in Figure 7) in near real time. There are various ways in which the requisite information could be encoded, but in one embodiment, the barcode contains fields (a) identifying the barcode as originating from Web server software 202 (or the owner thereof), (b) defining the generic shopping list category and subcategory associated with the item, (c) identifying the vendor offering the rebated item, (d) identifying the specific vendor's item upon which the rebate is being offered, and (e) defining a default rebate value for use in case Web server software 202 is for some reason inaccessible. In addition, when the vendor scanning the barcode interacts with multi-vendor rebate list 204, such vendor also typically sends a code with its query identifying itself so that Web server software 202 can determine who has scanned in the rebate vehicle. However, those skilled in the art will recognize that the foregoing techniques of identification are merely exemplary and that many like techniques exist in the art for doing such product/vendor/retailer identification. For example, in

one embodiment, the Universal Product Code (UPC) manufacturer field is utilized to identify that the bar code scanned is associated with the owner/operator of Web server software 202, and the remaining product code fields, plus the supplemental codes, are used together with a coding scheme to encode the foregoing described information using techniques familiar to those within the art. In addition, in the event that the UPC is again extended beyond the current supplemental codes, it is envisioned that such codes can also be used within the spirit of the present invention. However, that being said, there is no reason why the embodiments described herein absolutely must use the UPC scheme, and other bar-coded schemes could thus be utilized.

Paragraph beginning at line 15 of page 30 has been amended as follows:

Referring now to Figure 8, shown is the event of coupon reimbursement application program 800 querying, by and/or through Web browser software 802 resident on second retailer computer system 121, Web server software 202 as to how much money the first manufacturer owes the second retailer for the second retailer's business transactions between 1200 and 1400 on 21 May 2000. Depicted is that such querying takes place via messaging 804 which is achieved via a variety of techniques notorious within the art. Illustrated is that in response to the querying contained within messaging 804 is that, Web server software 202, via messaging 806, returns information sufficient to show that for the time period in question, the first manufacturer owes the second retailer $7.10. As shown, the money owed is calculated based on entries within the second retailer coupon redemption log resident within first manufacturer retailer-specific coupon usage list 710. In one embodiment, the entries within the second retailer coupon redemption log are summarized by software within Web server software 202, and thereafter information sufficient to answer the query is sent to coupon reimbursement application program 800. In another embodiment, the entries within the second retailer coupon redemption log for the time period in question are sent to coupon reimbursement application program 800 and software resident therein calculates the summary of monies owed based on such raw-data entries.

Paragraph beginning at line 29 of page 36 has been amended as follows:

Method step 1350 depicts the operation of displaying a number of selectable generic shopping list categories to the user (e.g., via Web page 1800 which shows generic shopping list categories which equate to the goods sections normally found in a physical grocery store). Method step 1307 illustrates displaying a list of retailers (e.g., causing a listing of links associated with grocery stores or supermarkets to appear on the user's Web browser such as Figures 15 and 18). Method step 1352 illustrates an inquiry as to whether the user has selected one of the displayed generic shopping list categories.

Paragraph beginning at line 13 of page 53 has been amended as follows:

In one embodiment, activation of a particular one of manufacturer-specific-new-product rebate bit-mapped hyperlinks 3202, will cause all new product specials for the selected manufacturer (e.g., Del Monte) associated with the particular manufacturer-specific-rebate bit-mapped hyperlinks 3202 selected to be displayed. In one embodiment this is achieved by display of at least one web page, where the Web page is clearly associated with a particular manufacturer, and where the Web page shows the current coupons (or other forms of rebates) for the new products of manufacturer. One embodiment of such Web pages is shown in Figure 19, wherein is depicted Web page 1900 having a collection of product-plus-bar-code hyperlinks 1902, which are set up so that the user can activate the hyperlink to get information as to how much rebate is being offered in association with the particular new product associated with the hyperlink. For example, activation of the Blistex hyperlink, in one embodiment of the present invention, results in display of a window showing the currently offered rebate (e.g., 35 cents off purchase of Blistex). Also shown in Figure 19 are display-master-shopping-list bit-mapped hyperlink 1506, edit-master-shopping list bit-mapped hyperlink 1508, print-master-shopping-list bit-mapped hyperlink 1510; add-to-grocery-list bit-mapped hyperlink 1608, and save-on-shopping-list bit-mapped hyperlink 1609 (which allows for temporary, one-time-only saving on the shopping list, such as when a user just wants to try out a product once, but does not necessarily want to add it to his or her permanent shopping list).

Paragraph beginning at line 8 of page 54 has been amended as follows:

Assume that subsequent to the user finishing with Web page 1900, the user returns to Web page 18, which in one embodiment is achieved by activating the user's "back" button on Web browser 1400. Thereafter, assume that the user activates produce-section (i.e., generic shopping list category "Produce") hyperlink 1804. In one embodiment, activation of produce-section hyperlink 1804 results in display of a Web page which allows the user to be able to select whatever generic shopping list subcategories of category produce which the owner/operator of Web server software 202 has specified. One embodiment of such a Web page is shown in Figure 20, wherein is depicted produce-section (or generic shopping list category "produce") Web page 2000 having a collection of produce-type subcategories 2002, each equating to a generic shopping list subcategory of category "produce," which are set up so that the user can "virtually" shop the produce section as he would a physical store. Note that in the embodiment shown in Figure 20, produce-specific bit-mapped logos 2003 are shown across the top of Web page 2000. In one embodiment, produce-specific bit-mapped logos 2003 are animated (the same is generally true for all bitmapped logos described herein). Selection of one of the Produce-type subcategories 2002 (such selection typically done by specifying a quantity associated with a number in the subcategories) allows the user to permanently add the generic shopping list subcategory associated with the selected subcategory to the user's shopping list (e.g., via add-to-grocery-list hyperlink 1608), temporarily add the generic shopping list subcategory associated with the selected subcategory (e.g., via save-on-shopping-list hyperlink 1609), delete the selected subcategory from the user's shopping list (e.g., via delete-from-shopping list hyperlink 2010). In addition, shown is next current generic shopping list category "Produce" page hyperlink 2012 which will allow the user to advance to subsequent "Produce" section Web pages, if such exist.

Paragraph beginning at line 17 of page 55 has been amended as follows:

The rebates displayed are typically in the form of a product icon (which can show the size and appearance of a rebated item) associated with a bar code. The rebate can be any of the type described in relation to Figures 13A and 13B (e.g., retailer or manufacturer or retailer-manufacturer specific).

Paragraph beginning at line 3 of page 56 has been amended as follows:

As an example of the foregoing, activation of mushroom hyperlink 2008 results in the display of mushroom icon 2006 paired with barcode 2004, with the additional indication that the selected retailer is HEB. This barcode, once printed by the user the user, can be scanned in at the retailer (e.g., supermarket) and read at the retailer to give the user a rebate associated with the purchase of one or more mushrooms.

Paragraph beginning at line 26 of page 61 has been amended as follows:

Method step 2800 depicts the start of the process. Method step 2802 illustrates displaying (generally on a Web page of a user's Web browser) at least two marks (e.g., trade or service marks) as respective activation mechanisms for a print shopping list/logout command (e.g., for example, two or more different trademarks, each belonging to competing brands of dairy products), which in one embodiment is achieved by hyperlinking the displayed marks to executable routines which effect sign-off and printing of the user's shopping list. In one embodiment the at least two marks are actually those product icons associated with bar codes as shown in Figure 27, and the user is instructed that he is to print by clicking on one of the product icon-bar code pairs. For example, in one embodiment the user is actually presented with his or her shopping list such as that shown in Figure 27, and is instructed to click one of the product icon-barcode pairs in order to active the sign-off mechanism which causes the printing of the shopping list.

REMARKS

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached pages are captioned "**Version With Markings to Show Changes Made**." The amendments made herein reflect corrections of typographical errors and no new matter has been added. As between the clean version and the attached pages showing changes, the attached pages showing changes are meant to be controlling.